

**Remit Address:**

**WCAU**  
**CFS Lockbox**  
**PO Box 402971**  
**Atlanta, GA 30384-2971**  
**Main: (610) 668-5510**  
**Billing:**

www.nbcphiladelphia.com

**Billing Address:**

**NEBO MEDIA**  
**Attention: Accounts Payable**  
**3299 K STREET NW**  
**STE 200**  
**WASHINGTON, DC 20007**  
**USA**

# INVOICE

DUPLICATE

Advertiser	TOM SMITH/NRSC	Invoice #	PL12110086
Product	Political	Invoice Date	11/25/12
Estimate Number		Invoice Month	November 2012
		Invoice Period	10/29/12 - 11/06/12
Station	WCAU	Order #	344392
Account Executive	Aaron Zeligson	Alt Order #	
Sales Office	Philadelphia NSO	Deal #	
Sales Region	National	Order Flight	10/30/12 - 11/06/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	
Special Handling		Product Code	
		Agency Ref	27184
		Advertiser Ref	28893

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	WCAU	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F								
	LUR										
					10/29/12 to 11/04/12	4x	- TWTF - -				
	WCAU			Tu	10/30/12	:30	5:54 AM	TS12TV20H	\$175.00		1
	WCAU			W	10/31/12	:30	5:44 AM	TS12TV20H	\$175.00		2
	WCAU			Th	11/01/12	:30	5:23 AM	TS12TV20H	\$175.00		3
	WCAU			F	11/02/12	:30	5:28 AM	TS12TV20H	\$175.00		4
					11/05/12 to 11/11/12	2x	M- - - - -				
	WCAU			M	11/05/12	:30	5:14 AM	TS12TV20H	\$200.00		6
	WCAU			M	11/05/12	:30	5:52 AM	TS12TV21H	\$200.00		5
2	WCAU	6A-7A M-F	6A-7A M-F								
	LUR										
					10/29/12 to 11/04/12	5x	- TWTF - -				
	WCAU			Tu	10/30/12	:30	6:28 AM	TS12TV21H	\$600.00		1
	WCAU			W	10/31/12	:30	6:28 AM	TS12TV21H	\$600.00		5
	WCAU			W	10/31/12	:30	6:55 AM	TS12TV20H	\$600.00		2
	WCAU			Th	11/01/12	:30	6:10 AM	TS12TV21H	\$600.00		3
	WCAU			F	11/02/12	:30	6:42 AM	TS12TV21H	\$600.00		4
					11/05/12 to 11/11/12	2x	M- - - - -				
	WCAU			M	11/05/12	:30	6:12 AM	TS12TV20H	\$500.00		7
	WCAU			M	11/05/12	:30	6:41 AM	TS12TV20H	\$500.00		6
3	WCAU	7A-9A TODAY SHOW	7A-9A M-F								
	CDR										
					10/29/12 to 11/04/12	4x	- TWTF - -				

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Sales Region	National	Order Flight	10/30/12 - 11/06/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	
Special Handling		Product Code	
		Agency Ref	27184
		Advertiser Ref	28893

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
3	WCAU	7A-9A TODAY SHOW	7A-9A M-F								
	CDR										
	WCAU			Tu	10/30/12	:30	8:48 AM	TS12TV20H	\$1,500.00		1
	WCAU			W	10/31/12	:30	7:59 AM	TS12TV21H	\$1,500.00		2
	WCAU			Th	11/01/12	:30	8:34 AM	TS12TV20H	\$1,500.00		4
	WCAU			F	11/02/12	:30	8:49 AM	TS12TV20H	\$1,500.00		3
				11/05/12 to 11/11/12	2x	M-----					
	WCAU			M	11/05/12	:30	8:41 AM	TS12TV21H	\$1,500.00		5
	WCAU			M	11/05/12	:30	8:59 AM	TS12TV20H	\$1,500.00		6
4	WCAU	9A-10A TODAY SHOW 2	9A-10A M-F								
	CDR										
				10/29/12 to 11/04/12	2x	-TWTF--					
	WCAU			Tu	10/30/12	:30	10:48 AM	TS12TV21H	\$525.00		2
	WCAU			W	10/31/12	:30	9:50 AM	TS12TV20H	\$525.00		1
				11/05/12 to 11/11/12	1x	M-----					
	WCAU	9A-10A SATURDAY	9A-10A SA	Sa	11/03/12	:30	9:10 AM	TS12TV20H	\$450.00	MG for 4.3 11/05	4
	WCAU	430-5A NBC10 NEWS @ 430A	430A-5A	Su	11/04/12	:30	4:52 AM	TS12TV21H	\$75.00	MG for 4.3 11/05	5
	WCAU			M	11/05/12	:00			<del>\$525.00</del>	See MG 4.4,4.5	3
				NA-NOT AVAILABLE							
5	WCAU	11A-12P NBC10 NEWS@11 M-F	11A-12P								
	LUR										
				10/29/12 to 11/04/12	4x	-TWTF--					
	WCAU			Tu	10/30/12	:30	12:53 PM	TS12TV20H	\$150.00		2
	WCAU			W	10/31/12	:30	11:59 AM	TS12TV21H	\$150.00		1
	WCAU			Th	11/01/12	:30	11:28 AM	TS12TV21H	\$150.00		4

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		Advertiser Ref	28893

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
5	WCAU	11A-12P NBC10 NEWS@11 M-F	11A-12P								
	LUR										
	WCAU			F	11/02/12	:30	11:59 AM	TS12TV21H	\$150.00		3
6	WCAU	3P-4P M-F ELLEN	3P-4P M-F								
	CDR										
					10/29/12 to 11/04/12	3x	- TWTF - -				
	WCAU			Tu	10/30/12	:00			<del>\$775.00</del>	See MG 6.5	1
	WCAU	5A-5A ALL DAY STORM COV	5A-5A	Tu	10/30/12	:30	3:52 PM	TS12TV20H	\$775.00	MG for 6.1 10/30	5
	WCAU			W	10/31/12	:30	3:25 PM	TS12TV21H	\$775.00		3
	WCAU			Th	11/01/12	:30	3:37 PM	TS12TV21H	\$775.00		2
					11/05/12 to 11/11/12	1x	M- - - - -				
	WCAU			M	11/05/12	:30	3:18 PM	TS12TV21H	\$775.00		4
7	WCAU	TONIGHT SHOW W/JAY LENO	1135P-107A								
	CDR										
					10/29/12 to 11/04/12	4x	- TWTF - -				
	WCAU			Tu	10/30/12	:30	12:30 AM	TS12TV21H	\$750.00		1
	WCAU			W	10/31/12	:30	12:10 AM	TS12TV20H	\$750.00		2
	WCAU			Th	11/01/12	:00			<del>\$750.00</del>	See MG 7.6	4
	WCAU			F	11/02/12	:30	12:10 AM	TS12TV21H	\$750.00		3
	WCAU	7-8P NBC10 NEWS AT 7P	7P-8P	Sa	11/03/12	:00			<del>\$1,150.00</del>	See MG 7.8,7.9,7.10	6
	WCAU	VARIOUS/ OVERNIGHT	2a-5a M-SU	M	11/05/12	:00			<del>\$25.00</del>	Credited	8

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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
7	WCAU	TONIGHT SHOW W/JAY LENO	1135P-107A								
	CDR										
	WCAU	JIMMY FALLON SHOW	1237A-136A	M	11/05/12	:00			<del>\$375.00</del>	See MG 7.14	9
					NA-NOT AVAILABLE						
	WCAU		1135P-1237A	M	11/05/12	:00			<del>\$750.00</del>	See MG 7.11,7.12,7.13	10
					NA-NOT AVAILABLE						
	WCAU	430-5A NBC10 NEWS @ 430A	430A-5A	M	11/05/12	:00			<del>\$75.00</del>	Credited	12
					PREEMPT-DUE INVENTORY						
	WCAU	4P-5P NBC10 NEWS	4-5P M-F	M	11/05/12	:30	4:54 PM	TS12TV20H	\$650.00	MG for 7.10 11/05	11
	WCAU	VARIOUS/ OVERNIGHT	2a-5a M-SU	M	11/05/12	:30	4:27 AM	TS12TV20H	\$25.00	MG for 7.10 11/05	13
	WCAU	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	Tu	11/06/12	:30	5:13 AM	TS12TV20H	\$375.00	MG for 7.9 11/05	14
					11/05/12 to 11/11/12	1x	M-----				
	WCAU			M	11/05/12	:00			<del>\$750.00</del>	See MG 7.7	5
					NA-NOT AVAILABLE						
	WCAU	6A-7A M-F	6A-7A M-F	M	11/05/12	:30	6:27 AM	TS12TV21H	\$850.00	MG for 18.1,7.5	7
8	WCAU	6P-630P SA/SU	6P-630P SA/SU								
	CDR										
					10/29/12 to 11/04/12	2x	-----SS				
	WCAU			Sa	11/03/12	:00			<del>\$950.00</del>	See MG 8.3	2
					NA-PGM NOT SCHEDULED						
	WCAU			Su	11/04/12	:30	6:12 PM	TS12TV20H	\$950.00		1
	WCAU	6P-630P SU NEWS AT 6P	6P-630P SU	Su	11/04/12	:30	6:25 PM	TS12TV21H	\$950.00	MG for 8.2 11/03	3
9	WCAU	7A-9A SATURDAY	7A-9A SA								
	CDR										
					10/29/12 to 11/04/12	1x	-----S-				

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9	WCAU	7A-9A SATURDAY	7A-9A SA								
	CDR										
	WCAU			Sa	11/03/12	:30	7:50 AM	TS12TV21H	\$650.00		1
10	WCAU	630-7p Nightly News	630-7p								
	LUR										
					10/29/12 to 11/04/12	3x	- TWTFSS				
	WCAU			W	10/31/12	:30	6:46 PM	TS12TV21H	\$1,200.00		2
	WCAU			Th	11/01/12	:30	6:47 PM	TS12TV21H	\$1,200.00		3
	WCAU			F	11/02/12	:30	6:47 PM	TS12TV21H	\$1,200.00		1
11	WCAU	2-3P STEVE HARVEY TALK SH	2P-3P								
	LUR										
					10/29/12 to 11/04/12	4x	- TWTF - -				
	WCAU			Tu	10/30/12	:00			<del>\$175.00</del>	See MG 11.5	1
	WCAU	5A-5A ALL DAY STORM COV	5A-5A	Tu	10/30/12	:30	2:44 PM	TS12TV21H	\$175.00	MG for 11.1 10/30	5
	WCAU			W	10/31/12	:30	2:36 PM	TS12TV20H	\$175.00		2
	WCAU			Th	11/01/12	:30	2:45 PM	TS12TV20H	\$175.00		3
	WCAU			F	11/02/12	:30	2:50 PM	TS12TV20H	\$175.00		4
12	WCAU	7P-730P M-F	7P-730P M-F								
	CDR										
					10/29/12 to 11/04/12	3x	- TWTF - -				
	WCAU			Tu	10/30/12	:00			<del>\$1,150.00</del>	See MG 12.4	2
	WCAU	7-730P NIGHTLY NEWS	7P-725P	Tu	10/30/12	:30	7:25 PM	TS12TV20H	\$1,150.00	MG for 12.2 10/30	4
	WCAU			W	10/31/12	:30	7:23 PM	TS12TV20H	\$1,150.00		3

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12	WCAU	7P-730P M-F	7P-730P M-F								
	CDR										
	WCAU			Th	11/01/12	:30	7:20 PM	TS12TV20H	\$1,150.00		1
13	WCAU	9A-10A SATURDAY	9A-10A SA								
	LUR										
					10/29/12 to 11/04/12	1x	-----S-				
	WCAU			Sa	11/03/12	:30	9:29 AM	TS12TV21H	\$450.00		1
14	WCAU	4P-5P NBC10 NEWS	4-5P M-F								
	LUR										
					10/29/12 to 11/04/12	7x	-TWTF--				
	WCAU			Tu	10/30/12	:30	4:44 PM	TS12TV21H	\$400.00		7
	WCAU			Tu	10/30/12	:30	4:53 PM	TS12TV20H	\$400.00		1
	WCAU			W	10/31/12	:00			<del>\$400.00</del>	See MG 14.10, 14.11	2
	WCAU			W	10/31/12	:30	4:30 PM	TS12TV20H	\$400.00		6
	WCAU			Th	11/01/12	:30	4:26 PM	TS12TV20H	\$400.00		3
	WCAU			F	11/02/12	:00			<del>\$400.00</del>	See MG 7.6	4
	WCAU			F	11/02/12	:30	4:47 PM	TS12TV21H	\$400.00		5
	WCAU	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	M	11/05/12	:30	5:25 AM	TS12TV21H	\$200.00	MG for 14.2 10/31	10
	WCAU	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	M	11/05/12	:30	5:45 AM	TS12TV20H	\$200.00	MG for 14.2 10/31	11
					11/05/12 to 11/11/12	2x	M-----				
	WCAU			M	11/05/12	:30	4:24 PM	TS12TV20H	\$400.00		8
	WCAU			M	11/05/12	:30	4:44 PM	TS12TV21H	\$400.00		9
15	WCAU	5-6P NBC10 NEWS @ 5 M-F	5-6P M-F								

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**Atlanta, GA 30384-2971**  
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**Billing:**

www.nbcphiladelphia.com

**Billing Address:**

**NEBO MEDIA**  
**Attention: Accounts Payable**  
**3299 K STREET NW**  
**STE 200**  
**WASHINGTON, DC 20007**  
**USA**

# INVOICE

DUPLICATE

Advertiser	TOM SMITH/NRSC	Invoice #	PL12110086
Product	Political	Invoice Date	11/25/12
Estimate Number		Invoice Month	November 2012
		Invoice Period	10/29/12 - 11/06/12
Station	WCAU	Order #	344392
Account Executive	Aaron Zeligson	Alt Order #	
Sales Office	Philadelphia NSO	Deal #	
Sales Region	National	Order Flight	10/30/12 - 11/06/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	
Special Handling		Product Code	
		Agency Ref	27184
		Advertiser Ref	28893

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
16	CDR										
					10/29/12 to 11/04/12	6x	- TWTF - -				
	WCAU			Tu	10/30/12	:30	5:28 PM	TS12TV21H	\$950.00		1
	WCAU			Tu	10/30/12	:30	5:55 PM	TS12TV20H	\$950.00		5
	WCAU			W	10/31/12	:30	5:39 PM	TS12TV20H	\$950.00		2
	WCAU			Th	11/01/12	:30	5:23 PM	TS12TV21H	\$950.00		3
	WCAU			F	11/02/12	:30	5:40 PM	TS12TV20H	\$950.00		6
	WCAU			F	11/02/12	:30	5:52 PM	TS12TV21H	\$950.00		4
					11/05/12 to 11/11/12	2x	M- - - - -				
	WCAU			M	11/05/12	:30	5:26 PM	TS12TV20H	\$950.00		8
	WCAU			M	11/05/12	:30	5:40 PM	TS12TV21H	\$950.00		7
	WCAU	6P-630P NBC10 NEWS	6P-630P M-F								
	CDR										
						10/29/12 to 11/04/12	3x	- TWTF - -			
	WCAU			Tu	10/30/12	:30	6:14 PM	TS12TV21H	\$1,150.00		3
WCAU			Th	11/01/12	:30	6:23 PM	TS12TV20H	\$1,150.00		1	
WCAU			F	11/02/12	:30	6:23 PM	TS12TV20H	\$1,150.00		2	
17					11/05/12 to 11/11/12	1x	M- - - - -				
	WCAU			M	11/05/12	:30	5:58 PM	TS12TV20H	\$1,150.00		4
	WCAU	1030-1130A SU MEET PRESS	1030A-1130A SU								
LUR											
18					10/29/12 to 11/04/12	1x	- - - - - S				
	WCAU			Su	11/04/12	:30	11:12 AM	TS12TV20H	\$2,000.00		1
WCAU	1130A-12P SUN @ ISSUE	1130A-12P									

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**Atlanta, GA 30384-2971**  
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**Billing:**

www.nbcphiladelphia.com

**Billing Address:**

**NEBO MEDIA**  
**Attention: Accounts Payable**  
**3299 K STREET NW**  
**STE 200**  
**WASHINGTON, DC 20007**  
**USA**

# INVOICE

DUPLICATE

Advertiser	TOM SMITH/NRSC	Invoice #	PL12110086
Product	Political	Invoice Date	11/25/12
Estimate Number		Invoice Month	November 2012
		Invoice Period	10/29/12 - 11/06/12
Station	WCAU	Order #	344392
Account Executive	Aaron Zeligson	Alt Order #	
Sales Office	Philadelphia NSO	Deal #	
Sales Region	National	Order Flight	10/30/12 - 11/06/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	
Special Handling		Product Code	
		Agency Ref	27184
		Advertiser Ref	28893

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
	LUR				10/29/12 to 11/04/12	2x	-----S				
	WCAU			Su	11/04/12	:00			<del>\$100.00</del>	See MG 7.7	1
				NA-NOT AVAILABLE							
19	WCAU	730P-8P M-F	730P-8P M-F	Su	11/04/12	:30	11:41 AM	TS12TV21H	\$100.00		2
	CDR				10/29/12 to 11/04/12	4x	-TWTF--				
	WCAU			Tu	10/30/12	:30	7:46 PM	TS12TV21H	\$1,300.00		3
	WCAU			W	10/31/12	:30	7:45 PM	TS12TV21H	\$1,300.00		2
	WCAU			Th	11/01/12	:30	7:41 PM	TS12TV21H	\$1,300.00		1
	WCAU			F	11/02/12	:30	7:28 PM	TS12TV20H	\$1,300.00		4
					11/05/12 to 11/11/12	1x	M-----				
20	WCAU	6A-8A SUNDAY	6A-8A SU	M	11/05/12	:30	7:47 PM	TS12TV20H	\$1,300.00		5
	LUR				10/29/12 to 11/04/12	1x	-----S				
21	WCAU	8-10A SUNDAY	758A-956A SUNDAY	Su	11/04/12	:30	7:41 AM	TS12TV21H	\$175.00		1
	LUR				10/29/12 to 11/04/12	1x	-----S				
22	WCAU	NFL REGULAR SEASON NON L 815P-1130P		Su	11/04/12	:30	9:44 AM	TS12TV20H	\$375.00		1
	LUR										

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DUPLICATE

Advertiser	TOM SMITH/NRSC	Invoice #	PL12110086
Product	Political	Invoice Date	11/25/12
Estimate Number		Invoice Month	November 2012
		Invoice Period	10/29/12 - 11/06/12
Station	WCAU	Order #	344392
Account Executive	Aaron Zeligson	Alt Order #	
Sales Office	Philadelphia NSO	Deal #	
Sales Region	National	Order Flight	10/30/12 - 11/06/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	
Special Handling		Product Code	
		Agency Ref	27184
		Advertiser Ref	28893

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
22	WCAU	NFL REGULAR SEASON NON L	815P-1130P								
	LUR										
					10/29/12 to 11/04/12	2x	-----S				
	WCAU			Su	11/04/12	:30	8:21 PM	TS12TV20H	\$9,000.00		2
	WCAU			Su	11/04/12	:30	9:54 PM	TS12TV21H	\$9,000.00		1
23	WCAU	11-1135P M-F LATE NEWS	11P-1135P								
	CDR										
					10/29/12 to 11/04/12	2x	-TWTF--				
	WCAU			Tu	10/30/12	:30	11:29 PM	TS12TV20H	\$2,400.00		1
	WCAU			F	11/02/12	:00			<del>\$2,400.00</del>	See MG 23.4,23.5,23.6	2
					NA-NOT AVAILABLE						
	WCAU	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	F	11/02/12	:30	5:15 AM	TS12TV21H	\$175.00	MG for 23.2 11/02	4
	WCAU	6A-7A SATURDAY	6A-7A SA	Sa	11/03/12	:30	6:22 AM	TS12TV20H	\$225.00	MG for 23.2 11/02	5
	WCAU	LATE NEWS SU	11-1235A	Su	11/04/12	:30	12:35 AM	TS12TV20H	\$2,000.00	MG for 23.2 11/02	6
					11/05/12 to 11/11/12	1x	M-----				
	WCAU			M	11/05/12	:30	11:17 PM	TS12TV21H	\$2,400.00		3
24	WCAU	10A-1030A SUN CHRIS MTTW	10A-1030A SU								
	LUR										
					10/29/12 to 11/04/12	1x	-----S				
	WCAU			Su	11/04/12	:30	10:20 AM	TS12TV21H	\$1,000.00		1
25	WCAU	630-7p Nightly News	630-7p								
	CDR										
					11/05/12 to 11/11/12	1x	M-----				
	WCAU			M	11/05/12	:30	6:53 PM	TS12TV21H	\$2,000.00		1

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DUPLICATE

Advertiser	TOM SMITH/NRSC	Invoice #	PL12110086
Product	Political	Invoice Date	11/25/12
Estimate Number		Invoice Month	November 2012
		Invoice Period	10/29/12 - 11/06/12
Station	WCAU	Order #	344392
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		Agency Ref	27184
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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
26	WCAU	11A-12P NBC10 NEWS@11 M-F 11A-12P									
	CDR										
					11/05/12 to 11/11/12	1x	M-----				
	WCAU			M	11/05/12	:30	11:43 AM	TS12TV21H	\$250.00		1
27	WCAU	2-3P STEVE HARVEY TALK SH 2P-3P									
	CDR										
					11/05/12 to 11/11/12	1x	M-----				
	WCAU			M	11/05/12	:30	2:45 PM	TS12TV20H	\$225.00		1

Aired Spots**93**

<u>Gross Total</u>	<b>\$87,500.00</b>	
<u>Agency Commission</u>	<b>\$13,125.00</b>	
<u>Net Amount Due</u>	<b>\$74,375.00</b>	<u>Payment Terms 30 Days</u>

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